

WHAT IS CLAIMED IS:

1 1. A method for providing streaming multimedia advertisements
2 comprising:
3 opening a browser window;
4 building a frame set in said browser window, said frame set comprising a
5 media player and a data frame;
6 constructing a directory, and thereafter searching said directory for files
7 defining the parameters of said frame set;
8 requesting a playlist, said playlist comprising advertisement and/or media
9 content;
10 receiving said playlist at said media player; and
11 connecting to at least one media server to play said advertisement and/or
12 said media content from said playlist on said media player.

1 2. The method of claim 1, further comprising providing HTML in
2 said data frame, said HTML is related to the media content and/or advertisement playing
3 on said media player.

1 3. The method of claim 1, further comprising providing HTML that is
2 coupled to said advertisement and/or media content playing on said media player.

1 4. The method of claim 1, further comprising logging the play of any
2 advertisement on a server.

1 5. The method of claim 1, further comprising:
2 embedding a script command that references a URL having HTML
3 corresponding to said advertisement and/or said media content to be displayed in said
4 data window;
5 matching HTML with said advertisement and/or said media content; and
6 logging the viewing of said advertisement using said script command.